

## SERVICE

## COURTESY



### Millinery of Distinction

Mrs. Dodson our designer would appreciate a visit to this department. New creations shown each day.

MANY NEW ARRIVALS OF MADGE EVANS HATS FOR MISSES MODERATELY PRICED AS LOW AS \$4.00.

NEW LOTS OF LADIES HATS AT A MODERATE RANGE OF PRICES FROM \$4.00 TO \$8.50.

### Our New Spring Shoes

Offering our entire line of Spring Shoes at a decided saving. Ladies Oxfords and Pumps, low and high heels, black and brown. Men's highest grade Florsheims, etc.

#### BARGAIN COUNTERS:

COUNTER NO. ONE—  
Black Pumps, choice ..... \$1.50  
COUNTER NO. TWO—  
Tennis Pumps and Oxfords  
choice ..... \$1.00

# Announcing our Readiness For the Spring and Summer Business

Presenting a most complete showing of Modes of the New Season in Dresses, Suits, Dress Goods, Dress Trimmings, and Millinery. Showing Suits and Dresses entirely new and different and in a wide variety of charming styles. Many beautiful Taffeta Dresses, Satins combined with Georgette, Crepe and Canton Crepe.

One of our new suits would be a delightful addition to your wardrobe. You may select a Suit or Dress that is certain to be satisfactory at a price that is gratifyingly moderate.

## Why Not Buy That Dress From Us?

We have never shown a more beautiful line of popular priced dresses. Just the kind you'll need for spring and early summer—suitable for so many different occasions. Their styles are the newest, their lines charming and youthful and quality of material the best. Prices very moderate and

As Low as \$17.50

## We Have a Blouse For You

It is a pleasure to show our Good Looking Blouses. It would be difficult to find blouses more smartly tailored, of better quality and with the additional touch of attractive trimmings than these. Our present prices are moderate and

As Low as \$6.00

NEW SPRING MODELS IN  
MODART AND MADAME GRACE

### CORSETS

ARE READY

Special arrangements have been made to provide trial fitting for those of our patrons who are not as yet familiar with these Corsets and their merits.

The trial fitting offers a means of comparison that is far more convincing than recommendation. It takes but a few moments of your time and you will find it a wonderful adventure in comfort and style.

LET OUR CORSETIERE FIT YOU IN OUR STORE

Men's All-Wool Tropical  
Worsted Suits, regular  
\$45.00 and \$50.00 value,  
Special

\$19.95 and \$22.50

## Many Beautiful Cotton Fabrics For Spring Dresses

Rich and elegant fancy Voiles. New Spring shades in clever color combinations. 40-inches wide at 30c and \$1.00 the yard.

Solid color organdies, 42-inch width, in a range of choice colors, sheer transparent, to sell at \$1.00 the yard.

Tissue Gingham, 32 and 36 inches wide—a big assortment of plaids in choice color combinations at 65c to \$1.00 the yard.

## Our Steady Purpose

The persistent aim of the Higginbotham Store is to render adequate and courteous service whether your requirements are large or small.

Supported by ample resources, seasoned by ripe experience, animated by a progressive, helpful spirit, the Higginbotham Store extends to all the benefits of a strong, efficient and willing service.

**Higginbotham Bros. & Co.**  
At the Center of Scurry County Activities

